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THE BUSINESS OF PUBLICITY is reaching a basis on which its operations and results may be reduced to an exact computation by experienced advertisers.

The question "Does advertising pay?" is seldom asked now-a-days. If someone should ask this question in the twentieth century, the answer would naturally follow: "It depends entirely upon the advertising and npon the commodity advertised."

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Washington, Jan. 27. - Secretary reorganization of the Navy Depart- is to be charged with the supervision ment which recently received the of the design, construction and reof men who have been prominent in be the effective co-ordinating author-naval affairs, called together at the its for the manufacturing of material direction of the President.

As has already been stated the es sential features contemplate the abolishment of the bureau system at the Navy Yards to the end that unneces sery work may be avoided and simvail, the enlargement of the general board of the Navy and the reorganization of the board on construction so that there may be more complete co-ordination in the work of the Navy Department and more general repres-

crtation on these important boards. To develop the usefullness and acclent line officers, of the widest experion.

Jere Burke of Southern Pacific will
perience affoat. The members should
be in practically daily consultation to improve the efficiency of our ordlog house association.

SYSITEM IN THE NAVY interests of the Navy and personnel.

Reorganization of the board of con Washington, Jan. 27. — Secretary struction contemplates a membership Newberry today made public an ela- of seven line officers and one staff offiborate explanation of this plan for cer, the chief naval constructor. It unanimous approval of a conference pair of all vessels and is designed to for the naval service.

The duties of the four constructing bureaus, viz: Ordnance, equipment, steam engineering and construction. will be reassigned so that the detail grafting and manufacturing for the plermethods of administration pre- | naval service will be done by the bureau of construction. The bureau of ordnance is to retain control and management of the gun factory, the terpedo station, the proving grounds and magazines

Ultimately the plan of reorganiza tion contemplates the abolishment specifically of the bureau of equiptivities of the general board by re- ment, steam engineering and yards arranging its membership is desira- and docks, their duties to be absorbble, Newberry says. He proposes that ed gradually by other bureaus. Steam it consist of the Admiral of the Navy, engineering is to become a division the chief of the bureau of navigation, of the bureau of navigation, with a the president of the naval war col- line officer at his head. This bureau lege, chief intelligence officer, one having lost its manufacturing fea-member of the board of inspection tures, will be charged with the deterand survey, naval and to the assistant mination of the type, location, etc., secretary and three of the most efficient of propelling machinery and its in-

The Old Bell Cow, with a Sob and a Sough,

Why! my Latest Calf Passed me Up with a Laugh

Carnation Milk

is almost as rich as cream, with a flavor that recommends it for table

and a wholesome quality that are delightful. Try it next time you order

When used in the cooking, it saves shortening and adds a richness

Said, "Really, it beats 'Darnation!'

And asked to be fed 'Carnation'!'

use in preference to all others

on all matters affecting the greater nance work and steam and electrical engineering, a certain number of offi cers should be given an opportunity yearly to specialize in these classes by one or more years' post-graduate work at suitable institution

Part of the plan which the Secre tary outlines, he says, has been in ef fect since June 1st, and up to the present time there has not been re ceived one word of criticism, suggesion or protest. It appears to be work ing for the better military efficiency and proper business administration of the department.

New head for big Catholic university Washington, D. C., is named.

Pastors resign from John D. Rock feller's church. assage of anti-racetrack bill, prepare

o establish gambling resort and race ourse near Mexican boundary line, Recall of Los Angeles mayor de lared to be now practically assured. United States Supreme Court sus-

ains validity of 80 cent gas rate at Mikado the master of the Pacific Euro brough merchant marine, points Con-

in New York.

estate.

SPECIAL INCOME TAX TO BE URGED

Legislators To Tackle Problem of Raising More Money

One of the most important Administration measures which will be brought before the Legislature and which the lawmakers of the Territory will be urged by the Governor to pass will be a bill providing for a special income tax.

Whether this measure will meet with any very determined opposition in either House is impossible to say, but there seems to be no reason why it should. The proposed tax will be a special tax of 2 per cent. upon all ircomes of \$4000 and over. Few of the legislators have incomes that yould be affected by it.

The proposed tax is a special tax and the measure will make no change in the income tax law now in effect. The money to be raised by the new tax will be used for the special purposes of securing immigration and for the conservation of the Territory's natural resources.

It is possible, of course, that this proposed financial measure will meet with opposition from some of the lawmakers who are constitutionally "agin the Government," as embodied in the executive authority. Also the fact that the money to be raised by the special income tax is to be used for special purposes and cannot be apportioned out by the members of the Legislature may be a factor that will render the bill distasteful to the conservation of the Territory's appropriation from some of the lawmakers who are constitutionally "agin the Government," as embodied in the executive authority. Also the fact that the money to be raised by the special income tax is to be used for special purposes and cannot be apportioned out by the members of the Legislature may be a factor that will render the bill distasteful to the conservation of the Territory is apportioned out by the members of the Legislature may be a factor that will render the bill distasteful to the conservation of the territory is an adversal income tax is to be used for special purposes and cannot be apportioned out by the members of the Legislature may be a factor that will render the bill distasteful to the conservation of the Legislature is pressing need and for w the Legislature may be a factor that will render the bill distasteful to some of the elect. But it seems hardly probable that there will be strong enough opposition to endanger the chances of the measure.

Regarding the proposed special tax and the necessity therefor, Governor Frear said last Saturday:

come before the Legislature can be

grouped under the heads of the conservation and development of reources. It is a broad subject and the most important matter that it inludes is the stimulation of immigration with a view of strengthening the ustrious workers who can supply our ncreasing labor demands. "An is well known, under the Fed-

eral laws the Territory cannot now obtain immigrants from Europe as it ritory would be the only two causes did in 1997 and the immigration from the Orient has practically ceased. A determined effort is now being made to secure new settlers from the mainland, but at this time we cannot say now it will turn out

"If the supply of labor is not maintained the prosperity that we are now enjoying cannot but be checked and diminished. This will mean dull times for the majority of people here. the small investor as well as the man of large capital. It will mean also that the revenues of the Government which are already too small, will fall off materially. In other words, in order to maintain government expenditures, both Territorial and County without the revenues being reduced in a degree that will seriously cripple administration, it will be necessar; to obtain immigrants in considerable numbers at an early date.

"The only source that is open to us is a professed Socialist. Lewis and lection as Speaker this year—had no that can provide the necessary numbers is Europe, so far as we know. To obtain them will require a large that the convention, on the eve of reaction as Speaker this year—had not supporters, the conservative party the did say that he fully expected the gressman Humphreys at conference that can provide the necessary num-Dual home life of the late William obtain them will require a large tonal strife that threatens their House to get through with its work Vincent Callery is bared by contest of amount of money and we certainly regime, seem to have decided that it inside of sixty days, notwithstanding have none to spare. It will be necessary to raise a special fund to meet this and the other necessities. For instance, there is considerable to be done in connection with the policy of conserving the natural resources the organization of an independent of the Islands. We need more money for the all-important work of forestry. We need a hydrographic and union miners should be active in poll- Tuesday night. The question of topographical survey so we can tell ties and try to have entered in the chairmanships, House officers, etc. tion purposes, power and domestic men whose sympathies are publicly not wish to make any announcement uses, an all-important matter in these known to be with the working classes, until after the caucus, as I expect to slands. A survey is needed especialfor preliminary reclamation work. We understand that the Federal Government will soon make a beginning in this connection, there being large creas in the Territory that can be reclaimed and be made available for omestead purposes.

At present much of the land that can be taken under our laws is more or less inaccessible but the areas that can be reclaimed are in localities that would make them extremely valuable when once productive.

To Aid the Farmer
"There is much need for investi gations along the lines of protection from pests and plant and animal industries, all matters of great importance to the small landholder, and settler. There is another way in which the small producer could be greatly benefited and that is through friends of Thomas L. Lewis, president enemy on guard. the establishment of a marketing of the United Mine Workers of Ameragency that would bring buyer and ics, that the count of the ballots has hala," and the only Home Ruler of producer together, assuring a profit- proceded far enough to show that he the last and present Legislature, exable understanding, and tend to sim- has been re-elected by a majority of cept H. L. Kawewehi, who has become

Cured by Lydia E. Pink-

ters for which there is pressing need and for which there is little or no chance of doing unless additional rev enues be assured.

Special Tax "Perhaps the easiest and least burdensome way to obtain such a fund would be through the adoption of a special revenue tax. This tax will an swer most perfectly the principal can on of taxation, namely: that taxation should be equal, meaning not equal in amount but in proportion to abil-ity to pay. Exemption will be made so large that it will fall on those best able to pay it. The income tax could be made 2 per cent, on incomes over \$4000. The idea would be to have all of the money go to a special fund and none of it to be used for running expenses of government. Immigration and the development of the Terfor which the money realized on the new tax could be spent. The present income tax would be left as it is, to be divided equally between the Territory and the Counties for ordinary ex The division of the new tax would be three-quarters for immigrasion and the remainder for the devel opment work along the general line

SOCIALISTS CONTROL

Indianapolis (Ind.), Jan. 28 .- After ten years' struggle the Socialists mong the membership of the United Mine Workers of America have at las obtained the balance of power in the annual national convention now in chairman of the Rules Committee last ession here. It is estimated that 300 of the 1400 delegates are either active Socialists or have engaged to support this year. members of Sociafistic tendency the convention.

President Lewis finds a rival fer his office in John Walker of Illmois, who regime, seem to have decided that it inside of sixty days, notwithstanding onize so strong an influence as the sight and an immense number of bills socialists now wield. The conservatives and the Socialists have united in defeating resolutions recommending party.

ore about water supplies for irriga- State Legislature and to Congress will be discussed at that time. I do was enthusiastically adopted. The be guided by the action taken there. Socialists were successful in putting although the Speaker has the sole through a resolution recomn public ownership of the "wealth-producing agencies" of the country, which are now in control of the predatory rich," and that there should be meets. It is a bad policy to do so a social organization to the effect that beforehand."—Senator Makekau. each man should receive the equiv-alent of the labor that he gives to adopted without a dissenting vote.

A resolution protesting to Congres against repealing the tariff on coal was defeated by the United Mine Workers' National Convention today The delegates from the Northwest wanted the resolution passed, declaring the tariff affords them local protection.

A resolution was adopted advocating woman's suffrage.

plify the problem of transportation. between 15,000 and 20,000 over his op a Home Ruler, will be heard on the "These are just a few of the mat- ponent, John Walker of Illinois.

OLD CHAIRMEN OF COMMITTEES A MATVETONS NEW BOOK ON PERSONAL

TEN YEARS Holstein Speaks Favorably to Reappointment

The chairmen of the various standng committees of the House of Representatives at the session which be gins next Wednesday will be, with one or two exceptions, the same as last session. A statement which may be interpreted to this effect was made Saturday by Chairman Holstein just after his arrival from Hawaii to take up the labors of the next sixty

Mr. Holstein was a little reticent is regards names, stating that he would not name his committees until after the Republican caucuses of next Tuesday. But he said, "I think that a man who was chairman of a committee at the last session and who has been returned by his constituents may reasonably expect to be appointed chairman of the same com mittee this session, if he wants the chairmanship."

There will necessarily be some changes, as not all of the old com mittee chairmen will be in the House this year. W. T. Rawlins, formerly chairman of the Judiciary Committee, will not occupy his old seat. Douthitt will probably be chairman of the Judiciary Committee, and the other members, of course, will be lawyers, as it is this committee which has to subject the bills introduced to scrutiny as to whether or not, if assed, they would hold good in the

E. A. C. Long will be in the House and will probably be chairman of the Educational Committee, in which position he did exceptionally good work

Castro last session was a member of the Committee on Agriculture. However, it is understood that he wants and expects a chairmanship this year, that of the Committee on Public Accounts and Expenditures. Mr. Holstein when asked in regard to this said, "Well, Castro is a good man and if he wants the chairmanship of committee, I guess he can have

For the chairmanship of the important Finance Committee, C. A. cced himself, though it is understood that this is a plum which several other members would not object to have shaken into their hats. Represents tive Shingle is frequently mentioned

A. S. Kalelopu was chairman last session of the Committee on Public Lands and Internal Improvements. As he is back this year, he, of course, may expect to occupy the same position again.

J. H. Coney, unless the caucus de cides otherwise, will be again chair-man of the Health and Police Com mittee. Pali not being returned, the chairmanship of the Military Committee is open to some other member Eddie Quinn having gone to the Ser ate, Kamanoulu wants to head the Printing Committee, W. J. Sheldon was session. Unless sudden opposition de velops, he may expect to be chairman

Beyond his statement as to the chairmanships, Speaker Holstein low would be "bad politics" to antag. the fact that there is lots of work in to be introduced.

"I understand," said Mr. Holstein. "that there will be a caucus of the Republican members of the House next Tuesday afternoon, and a caucu A resolution recommending that the of the Republican Central Committee ending power of appointments.

Makekau and Kaniho

for publication before the Senate them.

"I am ready for business, but must consult the Home Rule leaders the community. This resolution was before I make any statement."—H. M. Kaniho.

The above statements were made by the two statesmen from Hawaii Senator Makekau, who served in the Senate last Legislature, has a number of important measures to bring to the attention of the members o the Senate. He stated today that he would be a bad tactician if he were to give out his bills for publication. P. O. Box 961. Telephone 931. to give out his bills for publication. It is authorifatively announced by Such action would simply place the

> Kaniho, the "Cannon Ball of Kofloor of the House in his usual man-

FREE!!

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-di so Simple that Everybody

One of the most astonishing new hood of the age is the one just published by he New York Institute of the control of the contr

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heartiest approval and have freely en-dorsed it.

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His bills are being shaped up preparatory to introduction in the House. He will consult with leaders of the Home Rule party this

J. W. Moanaull, another Representative from Hawaii, is keeping a padlock on his mouth for the present. Another lawmaker who arrived today is Senator John T. Brown, He will probably consult with the Oahu members of the Republican party.

For the Chaplain of the House it is pretty certain that the plum will be given again to Rev. Mr. Lono of Kau makapili Church. So far as known, there are no other candidates for the office. Rev. Stephen Desha, who came down today, was mentioned as a probable candidate for House Chaplain, but on account of his being a member of the Board of Supervisors of Hawaii he could not serve. the Senate, Rev. Kalino of Maul is out for the position of Chaplain.

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